



# Peer-to-Peer Fundraising Tool Kit



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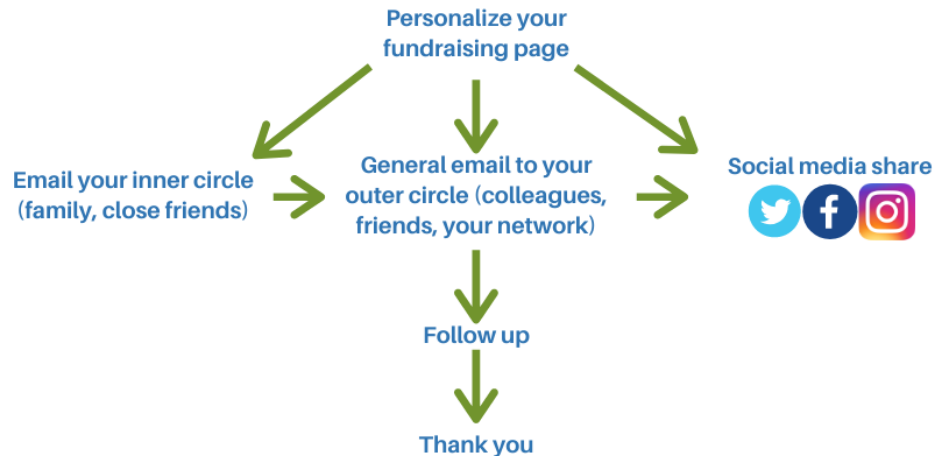
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## The Basics:

The flow chart below is a quick outline of what this manual will help you accomplish. When taking part in Peer-to-Peer fundraising the launch pad is to personalize your fundraising page and to explain your why. Then you can choose your method of outreach based on your comfort level. Remember to always follow up and thank your supporters!



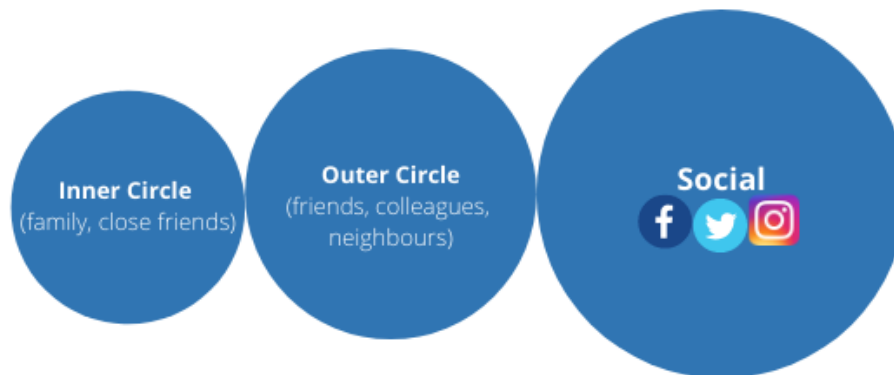
## How to personalize your fundraising page?

1. Go to the event registration page on Race Roster  
<https://raceroster.com/events/2020/26878/2020-cfb-esquimalt-navy-run-5k10k>
2. Click Sign In on the top right hand corner
3. Once you sign in, click Menu on the top right hand corner
4. A menu will appear, scroll down and click Share Pledge Page and you will land on your pledge page for this specific event
5. To the right click EDIT PAGE and make any necessary adjustments to your pledge goal, adding text, and adding an image to your page
6. Click SAVE UPDATED PLEDGE INFORMATION once updates have been completed

For more detailed instructions, please visit here: <https://support.raceroster.com/hc/en-us/articles/214591003-How-do-I-set-up-my-personal-pledge-page->

## What's next?

You become a champion fundraiser! Fundraising, like running, takes a little bit of practice and dedication. Please find your fundraising training plan below:



The most important element in reaching out to your contacts is to be yourself. If it feels contrived or forced, start over. Be you and tell them why this is important to you.

### Step 1: Setting yourself up for success

**Personalize your fundraising page.** What is your “why?” This is where you can add text and pictures about why you have chosen to participate in Navy Run and fundraise for Soldier On. All it takes is a few sentences for a supporter to understand and want to contribute to something that is important to you.

**Lead the charge- donate to your own page.** Other people are more likely to donate to your page when they see that someone has already contributed. Donating your own money also demonstrates to potential supporters that you are serious about championing Soldier On.

**First Group- The Inner Circle.** Email your inner circle- ask them to support you by donating to your page. This should be 5-10 very close contacts (family and a close friend or two). They will help you build up some momentum.

You know this group of people well. Write these emails specifically to them. Just remember to ask them for their financial support and include the link to your fundraising page.

### Step 2: After the Inner Circle, then what?

When you start with emailing your inner circle first, they are the most likely to donate and you are more likely to build a good foundation of support.

After building your foundation, you can start to branch out.

**Second group- close contacts.** Send an email to your close contacts. This would include all of your close friends. Try to aim for 10-15 close contacts.

**Third group- your network.** Send an email to the members of your network- neighbours, co-workers, friends of friends, distant relatives etc.

- Start with explaining your connection to Soldier On, why it's important to you and how it has touched your life. This is the most important part of the message.
- Give your potential supporters a sentence or two about Soldier On. Don't worry about trying to craft this- please go to Tools to find some sample lines you can use. It is important to let supporters know where their money will go.
- Make sure you are clear that you are looking for a financial ask. For example, for this group of people you can say that you are asking each one of them for a \$20 donation.
- Include a link to your fundraising page.
- Thank them for their time and support.



### Step 3: Let's talk Social Media

After you have sent out the emails to your close contacts, it is time to take your message to social. You can use all three platforms: Twitter, Facebook, and Instagram.

#### The basics- how to share your pledge page

Promote to social media on all channels. Make sure that you personalize your message on there with a sentence or two before listing the link to your personal page. It will help those scrolling through their social, to pause and get to find out why this is an important cause to you.

We save your network and social media for later steps because studies show the closer to your goal you are, the more likely people are to donate. Also, people want to be part of something that other people have joined, they are more likely to join as well as they want to be part of the movement.

1. Go to the Event Page (find the event by [clicking here](#))
2. Once you are on the event page, click **Donate to Participant**
3. Search for your pledge page by entering your first name OR last name OR email address in the search bar provided and hit the search icon
4. Once you find your name click the **DONATE** button to the right
5. On your personal pledge page, you will see 3 buttons that you can click to share on different mediums
6. Click your preferred sharing method and share away!

### The advanced- how to generate buzz when you share your pledge page

- **“Please support me” posts.** Similar to the emails that you sent to your inner circle, share why you are participating in Navy Run and why fundraising for Soldier On is important to you. Include this when you post your link and ask for financial support. It is also helpful to include a one-liner about how the funds are spent (check out Tools for some sample one-liners).
- **Set internal goals.** Check out Impact Based Goal setting to help set a few key goals with impact. These will help you encourage your supporters to donate to your fundraising page.
- **Thank your supporters.** On all three platforms, you can thank your supporters for contributing to your fundraising goal- tag them! When you tag them, your message will be shared on your page and their page, further spreading the word about your fundraising initiative.
- **Share your milestones.** As you continue along your fundraising journey, you will receive emails about the impact that you and your supporters have made. Share this. It is important for your supporters to know that they have empowered an ill/injured member start their road to recovery and rehabilitation. You and your supports are making a difference.
- **Don’t make every post an “ask”.** Talk about things other than asking for financial support. For example:
  - You can talk about your training
  - Share stories from Soldier On – check out Tools
  - Ask other people to participate in this great event.

### Step 4. Follow up

There are two main avenues to follow up: email and social media. Social media is definitely the softer of the two approaches and can be done at a much higher volume.

- **Use goals and impact milestones as a way to follow up**
  - Reach back out to non-responders when you are approaching an internal goal to ask for their help in reaching that goal. Explain the impact that their action could have. Check out Impact Goal Setting for more information to help shape this message.
  - You can also include an update of how your fundraising is going and the difference you and your network have already made.

- **Tell the story.**
  - Peer-to-peer fundraising is really all about the story and how you relate to it. Check out Tools and share some incredible stories about the difference that fundraisers and supporters like you and your network have made.
  - You can also share content from Navy Run's social media. Their handles are listed in Social Media Family.
  - Feel free to share content from Soldier On's social media accounts. Their handles are listed in Social Media Family.

## Tools

### Soldier On

- The Soldier On program is the most direct way for Canadians to contribute to supporting the recovery, rehabilitation and reintegration of veterans and serving members with a physical and/or mental illness or injury.
- The Soldier On program helps serving and retired women and men of the Canadian Armed Forces, whose lives have been significantly altered through their sacrifice and service to Canada, actualize their recovery and rehabilitation through the transformative power of sport.
- Many ill and injured members credit Soldier On with empowering them to accept, adapt, and remain active for life.
- Since 2007, Soldier On has supported more than 6500 members to: acquire sporting or recreational equipment; and participate in group structured activities delivered by world class instructors.

### Videos

- Sgt (Ret) Doug Brown- <https://vimeo.com/channels/soldieron/63593779>
- Cpl (Ret) Natasha Dupuis- <https://vimeo.com/channels/soldieron/139291593>
- Cpl (Ret) Mike Trauner – <https://www.youtube.com/watch?v=6xgiz4IXrFs&t=23s>
- Leading Seaman (Ret) Meera Kanojia
  - <https://twitter.com/i/status/1243192672963170311>
  - <https://www.facebook.com/211815292207397/videos/2275375766097225/>

### Impact Milestones- Goal Setting

- \$100- You have helped a Soldier On member acquire a pool membership.
- \$400- You have helped a Soldier On member acquire Hiking equipment.
- \$1000- You have sent a Soldier On member to a 4 day regional camp introducing them to a supportive community and giving them the tools to live an active lifestyle.



## Social Media Family

Please find below all of the social media handles for Navy Run and Soldier On. Please tag, hashtag and share away!

### Navy Run

|           |                   |
|-----------|-------------------|
| Facebook  | @navyrunesquimalt |
| Instagram | @navyrunesquimalt |
| Hashtag   | #navyrun2020      |

### Soldier On

|           |                       |
|-----------|-----------------------|
| Twitter   | @soldieroncan         |
| Facebook  | @SoldierOnSanslimites |
| Instagram | @soldieroncanada      |

